
N E W S L E T T E R

Kentucky Department for Libraries and Archives

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BUCKING THE TREND

The cover story of the last issue of the *Kentucky Public Library Newsletter* focused on the trend of declining book circulation, both in Kentucky and nationwide. In this issue, we will look at one western Kentucky public library that has not only bucked this trend, but has turned it on its head.

Five years ago, the Daviess County Public Library District was established following two years of difficult negotiations and fiscal crisis. As a result of these years of uncertainty, the new library district began with a debt of \$320,000. With virtually no book budget for the first year, Library Director Deborah Mesplay was charged with implementing changes that would allow existing resources to be used more effectively.

The first major change was the development of a formalized Readers Advisory (RA) service. The library made a considerable investment in purchasing RA resources and training staff to use them. Staff continually develop bibliographies on various topics and offer customized reading lists for individual patrons.

The use of displays has proven to be a real boon to circulation, evidenced by the fact that they are constantly in need of restocking. Fiction displays are changed on a monthly basis and include topics such as staff picks, seasonal subjects, and media tie-ins. During the first six months of the Readers Advisory service, circulation of adult fiction increased by an astonishing 46%. Growth of fiction circulation has continued – from FY95/96 to FY 99/00 fiction circulation has grown by 52%.

Weeding the library collection has been a priority. It is a paradox of libraries that removing outdated and worn books from the collection actually results in increased circulation. Less cluttered shelves stocked with current and attractive books saves the patron time culling through the “junk” for the “good stuff.” And the patron is far more likely to check out more books.

Improving service to residents who are not able to come to the library has increased book circulation. The existing Homebound Service has been expanded through the use of volunteers for book delivery. The library uses staff expertise to provide Readers Advisory service over the telephone. The number of patrons using the Homebound Service has increased by 84%, while circulation to these patrons has shown a 73% increase.

Another group of library users which has grown by taking books and services to them is preschool children. Study during the Long Range Planning process indicated that in-house children’s programs were serving the same children over and over rather than reaching a larger percentage of the preschoolers in Daviess County. Since most preschoolers do not have the ability to get themselves to the library, children’s librarians started an outreach program that takes library programs where the children are – in day care centers. Currently library staff visit approximately fourteen agencies per month, and in March 2001, saw 655 children who otherwise would not have access to the library. And these kids

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BUCKING THE TREND

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check out books – circulation of children's books has increased 26% from FY95/96 to FY 99/00.

Technology has played a key role in making the library collection more user-friendly and encouraging the circulation of materials. The introduction of a web-based online catalog enables patrons to search for books from home or work and place holds on them.

Another initiative made possible through the Internet is the Chapter-A-Day Program, which the library will offer beginning in May. Patrons sign up for Chapter-A-Day through a link on the library's web page. The patron then receives via e-mail a daily passage from a popular book that can be read in five minutes. Once the patron is hooked, he or she is referred to the public library to check out the title. For more information on Chapter-A-Day, go to www.chapter-a-day.com/html/main.html.

Another factor contributing to the growth of circulation is an emphasis on customer service. Customer service training for all library staff occurs regularly. Also, there is an on-going examination of library policies for customer friendliness. A common question is asked – "Does this policy make it easier for the public or the staff?" If a policy primarily benefits the staff, it is closely examined. Library staff are encouraged to find a way to say "yes" to patrons rather than "no." The result is happier patrons, fewer confrontations at the front desk, and a more pleasant atmosphere for both the staff and the public. And the numbers speak for themselves – the number of people entering the library has increased by 12%, and these people check out materials!

The Daviess County Public Library has taken a holistic approach to increasing usage of library materials, with astonishing results. Since FY 95/96, overall circulation has grown by 32%. Yes, this library has a large staff and is ade-

quately funded; however, smaller libraries with fewer resources can implement these changes to varying degrees and achieve results in circulation growth. Most of the efforts described here – Readers Advisory service, use of displays, emphasis on outreach, use of library technology, and customer service – require more resolve than money.

SAME NEWSLETTER, MORE OPTIONS

Did you know that the *Public Library Newsletter* is available online? It can be found at KDLA's home page. As an added convenience, you may now subscribe to receive this publication via e-mail. Subscribers will receive an e-mail message with a link to the most current edition. The advantages? For libraries with larger staffs, this can avoid routing or the time and expense of photocopies. Using e-mail, more people can have access to the *Public Library Newsletter* sooner. Finally, the electronic version will contain hot links to web and e-mail addresses in articles.

To subscribe to the *Public Library Newsletter* via e-mail, please send a request to marjorie.flowers@kdla.net. Those who prefer to receive a paper copy needn't worry – there are no plans to discontinue mailing the *Newsletter* to library staff and trustees.

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Serving Kentucky's Need to Know



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PLS AWARDS

The joint conference of the Public Library Section and the Kentucky Library Trustees Association was held in Louisville in April. At the KLTA Awards Luncheon, the following awards were given:



The *James Harrison Outstanding Bookmobile Outreach Award* was presented to **Sherry Jenkins**. Sherry has served as the Bookmobile Librarian for the Estill County Public Library for seven years.

KDLA's own **Nelda Moore** was presented with the *Outstanding Public Library Service Award*. Nelda, who has been the Lincoln Trail Regional Librarian for twenty years, has been instrumental in fostering cooperation among public libraries. As well, she served many years as editor of the *Public Library Newsletter*. She currently specializes in public library trustee development. With her high standards for excellence, Nelda has made an enormous contribution to public library service both in Lincoln Trail and throughout the Commonwealth.

A new award given this year was the *Miss Pickle Award for Children's Library Service*. This award was named for Wanda Brown, Children's and Youth Services Librarian at the Meade County Public Library for twenty-one years until her untimely death last year. Wanda was known and loved by her patrons and colleagues as "Miss Pickle." The recipient of the *Miss Pickle Award for Children's Library Service* is **Kathy Crawford**, Children's & Youth Services and Assistant Director at the LaRue County Public Library. Kathy began her library service as Bookmobile Librarian. She has held her current position for seventeen years. Many children in LaRue County have benefitted from her presence. As well, she has been an asset to the professional community with her involvement in children's library services statewide.

Another award which was presented for the first time is the *Public Library Advocacy Award*, which is intended to honor a public official or private citizen whose efforts have furthered the cause

of public libraries in Kentucky. The first recipient of this award is the **Honorable John Will Stacy**, who represents Menifee, Morgan, and Rowan Counties in the State House of Representatives. Stacy was instrumental in the passage of House Bill 825, which created the Public Library Equalization Fund to increase direct state aid to libraries and the Public Library Facilities Construction Fund to enable funding of building and major renovations of public libraries.

The Kentucky Library Trustees Association presented the *Outstanding Board of Trustees for Meritorious Service* to the **Scott County Public Library Board of Trustees**. An Honorable Mention was given to the **Grayson County Public Library Board of Trustees**.

STANDARDS COMMITTEES ANNOUNCED AT PLS

Judy Burdine, President of the Kentucky Library Association and Director of the Pulaski County Public Library, announced the committees and their chairs that will work on the development of Kentucky Public Library Standards. They are:

- Access – Mary Francis Cooper, Louisville Free Public Library
- Collections – Wayne Onkst, Kenton County Public Library
- Facilities – Lori Acton, Laurel County Public Library
- Governance and Administration – Lucinda Brown, Boone County Public Library
- Personnel – Rita Douthitt, Paul Sawyer Public Library
- Public Relations/Marketing – Linda Kompanik, Logan County Public Library
- Services and Cooperation – Alisa Carmichael, Bowling Green Public Library
- Technology – Susan Lawrence, Jessamine County Public Library

The adoption of voluntary standards for public libraries will provide a basis for evaluating library service and a tool for communicating the library's need for resources. Persons interested in serving on one of these committees are encouraged to contact the committee chair.

FCC RULES ON CIPA

The Federal Communications Commission ruled April 5 that e-rate recipients must comply with the Children's Internet Protection Act in Year 4 of the program, which begins July 1.

According to ALA, if a library receives an approval letter for Year 4 applications before October 28, 2001, it will be required to certify that it has an "Internet Safety Plan" upon receipt of the letter. Otherwise, it will be required to certify that it has an "Internet Safety Plan" by October 28, 2001. An "Internet Safety Plan" must include the use of filtering technology, *or the library must demonstrate that it is taking measures toward implementing such technology*. Those measures could include researching, investigating, or getting cost quotes on filters.

There are many questions regarding the fate of this legislation – including a lawsuit questioning its constitutionality. KDLA Technology Consultant Terry Manuel will keep public libraries in Kentucky apprised of developments as they unfold.



MUDDYING THE WATERS

California women has been trying to force the Livermore, CA public library to filter the Internet, but has seen her argument twice dismissed. The First District Court of Appeals ruled March 6 that the library can't be penalized for content posted to the Internet by a third party. "There is a crucial distinction between providing minors with harmful matter on the one hand, and maintaining computers where minors may obtain such matter, however easily, on the other," wrote retired Justice Daniel Hanlon. A public library "does not 'affirmatively place' minors in danger by allowing them unsupervised use of computers linked to the Internet," wrote the judge.

ESPECIALLY FOR OUTREACH

Attention outreach library staff! KBOS (pronounced kay-boss) is a monitored discussion list from the Kentucky Department for Libraries and Archives devoted to Kentucky's bookmobile and outreach services librarians. By using this listserv, individuals from around the state will have the chance to share ideas, voice concerns, and make valuable contacts all through e-mail.

To subscribe, visit the website <http://listserv.state.ky.us/scripts/lyris.pl?join=kbos> or send a blank e-mail message to join-kbos@listserv.state.ky.us.

KUDOS TO KYVL!

SOLINET's Outstanding Library Programs Awards recognize the exceptional efforts of libraries and groups of libraries in the Southeast. The *Multitype Library Cooperation Award* goes to the Kentucky Virtual Library (KYVL). The virtual library offers 32 electronic databases with 5000 full-text journals, a resource-sharing system with statewide courier service for materials, the Kentuckiana Digital Library, a Virtual Reference Desk, tutorials on information literacy, and digital services for K-12 students, teachers, and parents.

NEW CERTIFICATION MANUAL

The latest revision of the *Certification Manual of the Kentucky State Board for the Certification of Librarians* is on the way! The new manual reflects recent regulatory changes. A copy will be available for each main library and branch. Each Library Board will also receive a copy. As well, the manual and forms are available on the web at www.kdla.net/libserv/cert.htm.

CATALOGING TIP

Within the last month there have been a couple of interesting entries on Autocat list-serv concerning the cataloging of compact discs and the emergence of a new format, the DVD audio. Those who catalog compact disc sound recordings might have noticed that in a MARC record the 538 field was used for "Compact disc" notes. The Bibliographic Control Committee has decided that the 538 field, which is used for the physical description of an item (VHS, and the system requirements of a computer file) is not the place to note that a sound recording is a compact disc. That information should be in a general 500 note.

The newest format, DVD audio, offers much better mastering, as well as supplemental visual material. It can only be played on machines that have a DVD logo. I have not seen a cataloging record for this new format yet, but I am sure with the release of more titles this year that it won't be long! For more information visit this website: www.rhino.com/new/articles/dvaudio.html.

As always, we are happy to help you with any cataloging question – please give us a call!

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STATE RATE TRAVEL UPDATE

Effective April 9, 2001, the state reimbursement rate has been increased to 32 cents per mile for private auto mileage. Public Libraries with travel policies that reimburse employees at state rates should note this change.



PLANNING FOR EVENTS AHEAD

Don't forget the following special events and dates for library related activities:

- May 17** [Legal Reference Services & Resources on the Internet](#) workshop @ Casey County Public Library in Liberty. Open to KLN members only.
- May 18** [Legal Reference Services & Resources on the Internet](#) workshop @ EKU Manchester Campus. Open to KLN members only.
- May 18** Government Documents Roundtable Spring Meeting @ Schleben Branch of the Boone County Public Library.
- May 30** Deadline for submitting 2002 Bookmobile/Outreach grant applications to KDLA.
- June 1** Public library districts must submit budget to Fiscal Court.
- June 8** Kentucky SOLINET Users Group @ Western Kentucky University in Bowling Green.
- June 14-20** [American Library Association Conference](#) in San Francisco.
- July 14** Archives Institute @ KDLA in Frankfort
- July 16** Public Library Trustee Institute @ Natural Bridge State Resort Park in Slade.
- July 17** Public Library Trustee Institute @ General Butler State Resort Park in Carrollton.
- July 19** Public Library Trustee Institute @ Barren River State Resort Park in Glasgow.
- July 20** Public Library Trustee Institute @ Pennyriple State Resort Park in Dawson Springs.

TEEN READ WEEK 2001

The Young Adult Library Services Association (YALSA) is proud to announce the theme for Teen Read Week 2001: "Make Reading a Hobbit." Celebrated October 14-20, Teen Read Week is dedicated to spreading the message that parents, teachers and librarians should help teens to "read for the fun of it."

The Teen Read Week web site, www.ala.org/teenread, has been completely redesigned to provide information for anyone planning Teen Read Week activities. The site includes sample press releases and public service announcements, lists of recommended fantasy books, and program ideas from across the country. There is also a special section just for teens with lists of books they will enjoy and a form for voting for the "Best Book Read in 2001."



For more information, contact the YALSA office by e-mail at yalsa@ala.org, or by phone at 1-800-545-2433, ext. 4391.

STRANGE BUT TRUE...

A small deer caused \$1,000 damage when it crashed through a plate-glass window at the Elbert County (Ga.) Library February 22, ran around inside, and broke another window on its way out.

While the deer was in the building, it leaped over a patron studying at a table, kicked around the library's computers, and ran between the stacks in the back of the building. On its way back to the front, the deer kicked a woman in the leg, then crashed through another pane of glass as it left the building.

The incident was a first, Library Director Paula Bullock reported, although a person ran through the same window some 15 to 20 years ago.

NEW FACES IN FIELD SERVICES

Ruby Henson joined the KDLA staff in March as Cumberland Valley Regional Librarian in London. Ruby is originally from Pikeville. She is a graduate of Wayne State University and worked for Detroit Public Library. After moving to Colorado, she served as director of a small rural "Carnegie" library in Brush.

F. Keith Bingham assumed the position of Public Library Development Office Manager in April. Keith received his MLS degree from Indiana University. He has had a varied career in librarianship including positions in academic, public, and school libraries. Most recently, he served as head of special collections/archives at the University of Maryland Eastern Shore. He also served as head of public services at the University of the Virgin Islands for twelve years. Keith's public library experience is with the St. Joseph County Public library in South Bend, Indiana, his hometown where he served as a branch librarian. Keith is a member of the American Library Association, the Black Caucus of ALA, and the Kentucky Library Association.

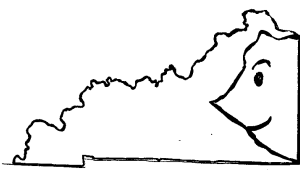
FREE MARKETING

Gale Group, a long-time vendor of quality library reference materials, is offering free marketing materials that librarians can download from a web site. Entitled "Find Yourself in the Library," the site features newsletters, bookmarks, brochures, and a variety of other promotional materials. "Find Yourself in the Library" will be a regular feature at www.galegroup.com/freestuff.

EXHIBIT AVAILABLE

A new traveling art exhibit is being made available free of charge to public libraries through VSA arts of Kentucky. The exhibit, "A Matter of Perspective," consists of 25-30 pieces of artwork created by students with disabilities from across the state. For more information, call toll-free at 1-877-417-9594.

'CROSS THE COMMONWEALTH



All across the Commonwealth public libraries and librarians are doing remarkable things that deserve the recognition of their colleagues. This column attempts to highlight some of these. Requests for additional items are continually solicited.

Elaine Couch has been appointed as Director of the **Perry County Public Library**. Elaine served for many years as Administrative Assistant in the Kentucky River Regional Office.

The **Christian County Public Library** hosted an overnight lock-in for kids. With registration limited to 50, children were turned away.

The **Boyd County Public Library** has initiated a collection of DVDs as a result of changing technology and patron requests.

The **Jackson County Public Library** is proud of its new bookmobile. The library has also acquired land for future expansion.

The **Bowling Green Public Library** opened its newest branch, located in the historic L& N Depot, in late April. The Depot Branch will serve as a digital access and learning center with 30 computer workstations and high-speed Internet access. The branch will also house an Early Childhood Center equipped with child-sized computer workstations and educational software.

The **Lexington Public Library** celebrated the opening of its new Tate's Creek Branch in March. Young library users are enjoying many features of the children's department, including a story pit with a mural entitled *Amazon Sanctuary*. Users can take a refreshment break at the Cosmo's Café before diving into the branches many books and other resources.

Citing ongoing legal battles over posting the Ten Commandments in public buildings, the **Muhlenberg County Public Library** Board of Trustees voted in March to reject a display containing the document.

The **Whitley County Public Library** recently received a \$50,000 donation from the Williamsburg City Council. The \$50,000 came from proceeds generated by renting out the Williamsburg Tourism and Convention Center for bingo. The donation will be used for remaining construction costs on the newly expanded library which nearly doubled the size of the existing building.

The prestigious exhibit on the works of Johannes Gutenberg at the **Louisville Free Public Library** can be deemed an overwhelming success by anyone's standard. The exhibit brought 111,000 visitors to the library from thirty-six states, including over 2,800 students. The exhibit was also featured on Charles Osgood's *CBS Sunday Morning*.

The **Adair County Public Library** hosted a tea in honor of Janice Holt and Henry Giles in March.

The **Breckinridge County Public Library** hosted its fourth annual "Love My Library Luncheon" in February. The original luncheon was planned as a "thank you" to Fiscal Court members for its generous support of the library. The guest list has been expanded to include the Sheriff, County Attorney, County Court Clerk, and reporters from both the local newspaper and radio station.

The **Marion County Public Library** welcomed a new Director in March. **Erlene Himes** comes to the library out of retirement from the Marion County public school system, where she was an elementary and high school librarian.

The **Fulton County Public Library** has been selected to receive a grant from the Millennium Project for Public Libraries. The library will receive 50 volumes of the Library of America, valued at \$1,795. The library will also receive \$150 to be used to promote the use of these volumes.

LIBRARY TRIVIA CORNER

Actual reference queries reported by American and Canadian library desk workers:

Do you have books here?

I was here about three weeks ago looking at a cookbook that cost \$39.95. Do you know which one it is?

Which outlets in the library are appropriate for my hairdryer?

Can you tell me why so many famous Civil War battles were fought on National Park Sites?

Do you have any books with photographs of dinosaurs?

Why don't you have any books by Ibid? He's written a lot of important stuff.

I'm looking for information on carpal tunnel syndrome. I think I'm having trouble with it in my neck.

Is the basement upstairs? (Asked at First Floor Reference Desk)

I am looking for a list of laws that I can break that would send me back to jail for a couple of months.

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